



Implementing Acquisition Reform

An Interactive Learning Experience

Using a Case Study

Developed by

A Government-Industry Team

**Commercial Business Environment Working
Group**

6 November 1998

Dr. James E. Price, DSMC

Dr. Beryl A. Harman, DSMC

Agenda

- ◆ **Mission**
- ◆ **Project evolution**
- ◆ **Integrated Product Team**
- ◆ **Unique focus**
- ◆ **Products and services**
- ◆ **Current Status**

Mission

- ◆ **Develop an interactive learning experience to educate government and industry acquisition leaders in the most significant aspects of acquisition reform.**
- ◆ **Use the JDAM program as the basis for a case study to emphasize the acquisition reform applications employed by that PMO.**

Mission Accomplished!



JDAM

JOINT DIRECT ATTACK MUNITION



Project Evolution

Jan 97 Dr. Kaminski encouraged joint industry - government acquisition training

Feb 97 Dr. Jacques Gansler, as Chair of DAU/DSMC Board of Visitors, encouraged the use of case studies at DSMC

May 97 DoD and Boeing agree to sponsor joint case study

Jun-Dec Designed and developed learning experience and JDAM case study

Mar 98 Conducted “pilot” of learning experience at the DAU case study structure

People

Integrated Product Team

- ◆ **Defense Systems Management College**
- ◆ **The Boeing Company - The Office of Lifelong Learning**
- ◆ **Corporate Classrooms, Inc.**
- ◆ **DoD and Boeing JDAM management and staff**
- ◆ **JDAM subcontractors**
- ◆ **Acquisition Reform Leaders from DoD and Boeing**

Industry/Government Partnering

Unique Focus

- ◆ **J3A3 Implementation approach**
 - Just in time, just for me, just enough
 - Anytime, anywhere, anyone
 - ◆ **Blend Acquisition Reform with innovation, change and creativity**
 - ◆ **Management/Leadership emphasis**
 - ◆ **IPT or academic setting**
 - ◆ **Harvard Business School case study design**
 - ◆ **Partnering with Industry and Government**
- Exceeded Expectations***

Products and Services

- ◆ **Interactive Learning Experience activities**
- ◆ **JDAM case study**
- ◆ **Acquisition Reform video series**
- ◆ **Harvard Business Case Study Guidelines**

Flexible Application

Current Status

- ◆ Involved DoD and Boeing senior leadership
- ◆ Developed skill sets on Harvard Business School case study best practices
- ◆ Conducted Boeing and DSMC IPT workshops
- ◆ Integrated into courses
- ◆ ~~DSMC IPTs~~ *Best Practices Learning Experience*

Acknowledgements

- ◆ **Dr. Jim McMichael [DoD] and Jim Sinnett [DoD] for providing executive sponsorship of this project**
- ◆ **Dr. Paul Kaminski [former USD(A&T)] for sharing the “4 Ps” (People, Partnerships, Process and Perseverance)**
- ◆ **David Drabkin, Ric Sylvester, and Bill Mounts for sharing their expertise on acquisition reform**
- ◆ **Oscar Soler, Charlie Dillow, Terry Little for support during videotape and live case study discussions on JDAM**
- ◆ **Everyone who was interviewed during the development of the JDAM case study**
- ◆ **The “Implementing Acquisition Reform” pilot team for their time.**

